

REVOLUTION BREWING

Pick THE Franchise IPA

To celebrate another year as the #1 IPA in Illinois, Revolution Brewing is introducing a new sports franchise: **THE ANTI-HEROES**

Starting in September, the recognizable Anti-Hero can will shift to a rotating array of all-new, limited-edition, collectible cans depicting the Hero's total dominance across the "big four" sports: football, hockey, basketball & baseball. The rotation of cans will align with key moments and sports-watching occasions for each of the four seasons. Six and 12-pack cartons will also feature limited-edition Franchise IPA packaging through May 2024.

RETAIL HOOK

Not only will shoppers be able to collect all 4 limited-edition cans, but they'll also have a chance to get drafted to The Anti-Heroes with each purchase of an Anti-Hero 6 or 12 pack - because what's a Franchise player without a team?

Gold MVP cans will be hidden in packs, and those that find one will be welcomed to The Anti-Heroes with a signing contract, exclusive team jerseys and merch, perks, events and more.



PROUDLY BREWED ONLY IN CHICAGO



KEY OFF-PREM SUPPORT ITEM: 3D JUMBOTRON POLE TOPPER

The eye-catching, iconic jumbotron shape and dynamic sports-centric graphics are sure to drive relevance with shoppers with stock-up sports-watching occasions top-of-mind.

Each of the 4 sides of the topper highlights a different sport, allowing for easy rotation of the display through the sports seasons.

PRIORITY CHANNELS: Large Format Grocery & Pkg Liq

SKU SUPPORT: Anti-Hero 6 & 12-pack Limited-Edition Packs

DIMENSIONS: Overall: 20"W x 6"H, Topper Alone: 20" x 20"

MATERIALS: Corrugate

REVOLUTION BREWING



Pick THE

LIMITED-EDITION
PACKAGING



*AVAILABLE IN 12 &
6-PACK CARTONS



SEPT-NOV

DEC-JAN

FEB-MAR

APRIL-MAY



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